



## TOURISM MINISTERS' MEETING (TMM) UPDATE

In February 2015 Tourism Ministers, state and territory tourism officials and industry representatives from Tourism Transport Forum (TTF), National Tourism Alliance (NTA), Australian Tourism Export Council (ATEC) and Australian Regional Tourism Network (ARTN) met in Sydney for the Tourism Ministers' Meeting.

All Australian Ministers agreed that the tourism sector must benefit from all airlines and regional petrol sale outlets passing on oil price reductions in full. A positive move by some airlines had

already facilitated this process but much more work needs to be done.

The Hon Andrew Robb, responsible for Tourism, highlighted some recent successes to support the tourism industry, including:

- A trebling of aviation capacity with China, through a new Air Services Agreement between Australia and China, leading to 67,000 seats per week by October 2016. The new agreement includes a particular focus on China's second and third tier cities with half the capacity dedicated to these burgeoning regions of China.
- An extension of online lodgement for visitor visas to all nationalities by the end of 2015 and the commencement of an online visitor visa lodgement pilot in China and India to capitalise on opportunities from these significant markets.
- The success of Tourism Australia's Restaurant Australia campaign, which was conducted in partnership with industry and State and Territory Tourism Organisations. The \$40 million campaign, using both traditional and social media channels, has seen Australia's unique food and wine offerings communicated to consumers in markets around the world.
- The development of the Free Trade Agreement with China, which strengthens the Government's commitment to the tourism industry. A Work and Holiday Arrangement concluded alongside ChAFTA will allow 5,000 Chinese Work and Holiday Makers into Australia annually, increasing demand for tourism services and supporting the development of the sector.

Further information can be found at:

[www.austrade.gov.au/Tourism/Policies/National-long-term-strategy/Tourism-Ministers](http://www.austrade.gov.au/Tourism/Policies/National-long-term-strategy/Tourism-Ministers)

## Austrade Quarterly Tourism Newsletter

### HIGHLIGHTS

MINISTER FOR TOURISM...Pg1

- ◆ TMM Update
- ◆ Productivity Commission release report

### INDUSTRY SPEECH

LABOUR, SKILLS & INDIGENOUS PARTICIPATION.....Pg2

- ◆ Speech to Industry
- ◆ Update on TEPs
- ◆ Industry Skills Fund

TRANSPORT .....Pg3

- ◆ Air services Agreement with China
- ◆ New ADS Code launch
- ◆ EMDG update

TOURISM RESEARCH.....Pg4

- ◆ Tourism Businesses in Australia

- ◆ Food and Wine

TOURISM AUSTRALIA .....Pg4

- ◆ Industry Briefings Series

*To subscribe for your free*

*subscription email:*

[Tourism2020@austrade.gov.au](mailto:Tourism2020@austrade.gov.au)



## PRODUCTIVITY COMMISSION:TOURISM INDUSTRY RESEARCH PAPER

In February 2015 the Productivity Commission (the Commission) released its Australia's International Tourism Industry research paper. The aim of the Commission's paper was to examine trends, drivers and barriers to growth in the Australian international tourism industry. The Minister for Trade and Investment, the Hon Andrew Robb AO MP, welcomed the paper and said this important work not only reinforced the value and strength of Australia's tourism industry, but also provided confidence that the government's policy priorities were targeting the right areas. Minister Robb said the paper's commentary centred on the aviation sector, with international visitors reliant on efficient aviation links to access Australia. For further information go to: <http://www.pc.gov.au/research/completed/international-tourism/paper/international-tourism.pdf>

**TOURISM AND HOSPITALITY: A TIDAL WAVE OF OPPORTUNITY**

In February 2015 Minister Robb AO MP presented a speech to the TTF. Mr Robb said “Tourism and hospitality has the critical mass and management skills to take advantage of the rapidly emerging opportunities, but it will require vision, courage and a huge injection of capital.” Mr Robb stated the tourism industry generated \$100 billion of consumption a year, employing directly or indirectly one million Australians in over 270,000 businesses and is one of the largest services export sectors worth \$30 billion in export income. Tourism and hospitality is a critical regional developer, part of the global international sector that accounts for three percent of world trade services.

Mr Robb said, “Our tourism and hospitality industry is in a reasonably good place but much more must be achieved if we are to surf the tidal wave of opportunity coming our way”.

Mr Robb emphasized the four priorities guiding the agenda as agreed to by state and territory counterparts including:

1. Aim to have a very strong offering at the premium end of the market.
2. Pursue major deregulation to be seriously competitive, including on aviation and visas.
3. Ensure marketing efforts are coordinated, well financed and first-rate.
4. Drive investment in new and significant tourism infrastructure opportunities coming our way.

**LABOUR AND SKILLS: TOURISM EMPLOYMENT PLANS (TEPs)**

**UPDATE ON THE TOURISM EMPLOYMENT PLANS (TEPs)**

The TEPs continue to deliver good outcomes for tourism regions with some exciting projects having recently commenced.

The Canberra TEP is in preparation, while the Kangaroo Island and Tropical North Queensland TEPs have both released online customer service training programs with a very good uptake in the early stages. Over 60 people in [Kangaroo Island](#) and 500 in [Tropical North Queensland](#) have gone through the program, including local school students.

In Sydney, the careers promotion working group has set up its ‘[Level Up](#)’ hospitality careers campaign which aims to encourage young people to consider and pursue a career in hospitality.

For further information on the TEP program visit [www.tourism.gov.au/teps](http://www.tourism.gov.au/teps).



Picture compliments Tourism Australia

**TEP Facts**

Number of TEPs developed:

**6**

Number of strategies developed:

**120**

Number of stakeholders consulted:

**1200**

**INDUSTRY SKILLS FUND**

**Open for Applications**



The Australian Government’s, \$476 million **Industry Skills Fund** is now open for applications. It will provide up to 200,000 targeted training places and training support services over four years to build a more skilled workforce and competitive businesses.

Eligible tourism businesses are encouraged to apply by demonstrating how they are positioning themselves to take up growth opportunities, such as entering export markets for the first time, diversifying into new or emerging markets and/or adopting new technologies.

For further information visit [www.business.gov.au](http://www.business.gov.au);

### SUCCESSFUL EXPANSION OF AUSTRALIA'S AIR SERVICES AGREEMENT WITH CHINA

On 21 January 2015, the Australian Government successfully negotiated a landmark new air services agreement with China.

Both countries agreed on reconfigured arrangements that will effectively triple capacity between Australia and China by the end of 2016.

Under the new arrangements, airlines of both sides may operate 26,500 seats per week between China's "gateways" (Guangzhou, Shanghai and Beijing) and Australian gateway airports (Sydney, Melbourne, Brisbane and Perth) – 4,000 more seats than was previously permitted from all of China into Australia's gateways.

A further 7,000 weekly seats will be phased in over the next 18 months. This will bring the total weekly gateway entitlement for each side to 33,500 seats by the end of 2016.

These new arrangements support Tourism Australia's *China 2020 Strategic Plan*, will ensure Australia is well placed to take advantage of the growing Chinese middle class and that China will continue to be Australia's most valuable inbound market by visitor spend.



### AUSTRADE EMDG UPDATE

#### EXPORT MARKET DEVELOPMENT GRANTS (EMDG)

**2014-15 grant year - applications open 1 July 2015 to 30 November 2015.**

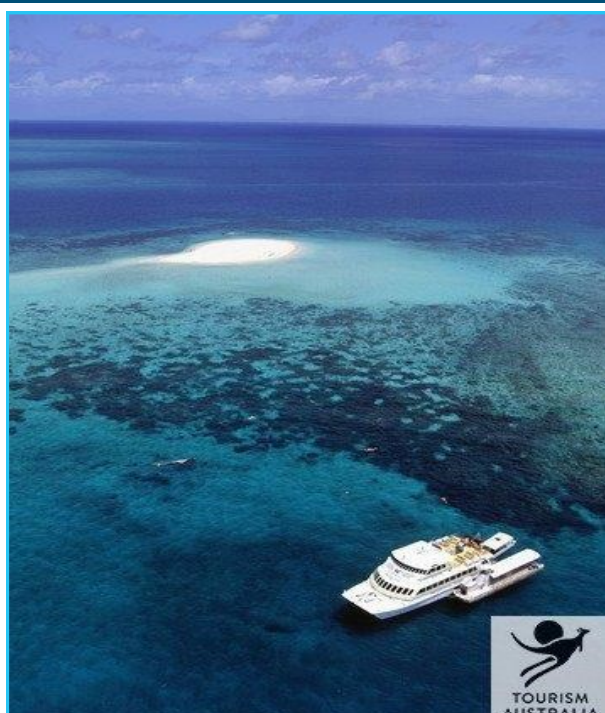
Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program administered by Austrade, encouraging small and medium sized Australian businesses to develop export markets.

The program can offer financial assistance for aspiring and current exporters and supports a wide range of industry sectors and products, including **inbound tourism** and the export of intellectual property and know-how outside Australia.

For further information go to:

[www.austrade.gov.au/Export/Export-Grants/What-is-EMDG](http://www.austrade.gov.au/Export/Export-Grants/What-is-EMDG)

## GET ASIA READY



### APPROVED DESTINATION STATUS (ADS)

Previously announced by the Minister for Trade and Investment Andrew Robb AO MP in December 2014 the new ADS Code of *Business Standards and Ethics* became effective from the 19 January 2015. The Minister stated the new measures were aimed at ensuring Australia is best placed to capture the rapidly increasing Chinese tourist market. The revised 'Code of Business Standards and Ethics' for Inbound Tour Operators (ITOs) will ensure Australia maintains its ADS with the Chinese Government Mr Robb said.

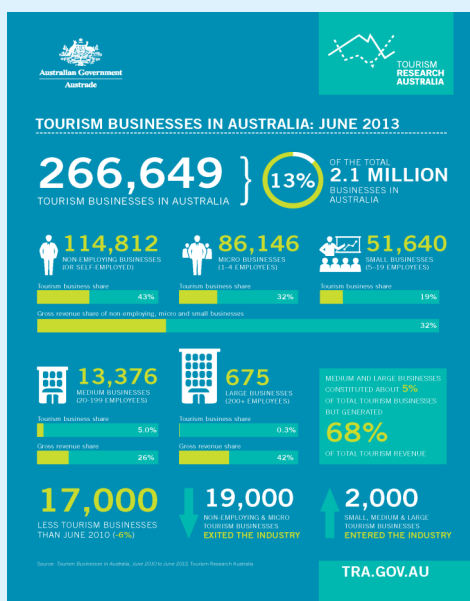
The Code was updated by Austrade in response to changing market conditions after consultation with industry and government stakeholders including China's National Tourism Administration, during the drafting process.

For further information go to [www.austrade.gov.au/ads](http://www.austrade.gov.au/ads)

**TOURISM BUSINESSES IN AUSTRALIA**

A report by Tourism Research Australia (TRA) on Tourism Businesses in Australia for the timeframe June 2010 to June 2013 was released on 23 January 2015. The report examines the stability and health of tourism through changes in the number of businesses within the industry. Below is a handy snapshot indicating key statistics for the Tourism business sector for your reference. Further information can be found at

[http://tra.gov.au/publications/tourism-and-the-australian-economy-Tourism\\_Businesses\\_in\\_Australia\\_June\\_2010\\_to\\_June\\_2013.html](http://tra.gov.au/publications/tourism-and-the-australian-economy-Tourism_Businesses_in_Australia_June_2010_to_June_2013.html)



**FOOD AND WINE**

**“Food and Wine Tourism in New South Wales”** released on 28 January 2015 by Tourism Research Australia (TRA) has found that the distance from home is the most important factor in choosing a food and wine destination within New South Wales for residents of Sydney, Canberra, Melbourne and Brisbane.

For more information see: [http://tra.gov.au/publications/publications-list-Food\\_and\\_Wine\\_Tourism\\_in\\_New\\_South\\_Wales.html](http://tra.gov.au/publications/publications-list-Food_and_Wine_Tourism_in_New_South_Wales.html)



**TOURISM AUSTRALIA**

**TOURISM AUSTRALIA INDUSTRY BRIEFINGS SERIES**

As part of Tourism Australia’s activity working with industry and Government to attract international visitors to Australia and grow the economic contribution of the tourism sector, the organisation runs an industry briefing series for all Australian-based tourism operators free of charge.

Throughout the year half day industry briefings are held in each state and territory to provide an overview of



Picture compliments of Tourism Australia

Tourism Australia’s key priorities for the following financial year. The briefings assist industry in providing an update on how the organisation is tracking towards its [Tourism 2020](#) goals – to double overnight visitor expenditure to between A\$115 billion and A\$140 billion by 2020.

Topics covered in the briefings include Tourism Australia’s activity, latest market insights, business events activity, partnership opportunities and how industry can work with the organisation, with presentations from Tourism Australia’s senior executives, industry representatives and Austrade officials.

Information about upcoming industry briefings is communicated through Tourism Australia's weekly e-newsletter Essentials. [Subscribe to Essentials](#). Presentations from previous briefings are available to download on the [Tourism Australia corporate website](#) (Image compliments of Tourism Australia).

